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TBS AWARDS

THAMMASAT BUSINESS SCHOOL

- › [BBA Thammasat – The Champion of the McGill Case Competition 2008 \[31 Mar 2008 \]](#)



Once again we claim our victory at the McGill Management International Case Competition (MMICC) 200 followed by National University of Singapore and McGill University, respectively (www.mmicc.org). Our previous championship at MMICC was just two years ago. The MMICC is an undergraduate business case competition hosted by the Desautels Faculty of Management of McGill University and held annually in Montreal, Canada. The competition is completely student-run, with the full support of McGill University. This year 12 teams from top-notch business schools around the world, such as University of Washington Seattle, McGill University, Copenhagen Business School, University of Adelaide and National University Singapore, are invited to participate in the event - cracking an unforeseen case within 24 hours!!

This year we face a tremendous challenge on how to crack a case of "A Model of Clean Energy Entrepreneurship in Africa: E+Co's Path to Scale," which is very unique in itself. Innovative, yet practical recommendations have to be presented to two panels of distinguished judges from a wide array of the industry. Finally, a 48-hour deprivation of sleep is well paid off!!

This BBA Thammasat team (a.k.a. "The Rookies") consists of Mr. Phornthep Thakral (3rd year), Mr. Chatree Wangpanitkul (3rd year), Mr. Visaruth Taveeruchana (3rd year) and Mr. Nattapon Lertpraival (2nd year) accompanied by Dr. Somboon Kulvisaechana (Advisor). The team would like to extend a special acknowledgement to Ajarn James Fitzpatrick, Coach and Advisor, and Assoc. Prof. Dr. Kulpatra Sirodon BBA Director, for your unwavering support and relentless contribution.